



THE U.S. FREIGHT SUSTAINABILITY SUMMIT

SUSTAINABILITY:
“PEOPLE, PLANET, PROGRESS”

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GETTING STARTED

- Inquiries from customers
- Questions from stakeholders
- Interest on behalf of employees
- Bid response appearances



WHERE WE WERE

- We were doing much, but.....
- Our efforts were uncoordinated and a variety of “one-offs”
- We were reactive
- Customers were coming to us for ideas more than anything



THE FIRST FEW STEPS

- Where to start
- Raking the leaves
- “People, Planet, Progress” + 1
- The emerging value-add of service organizations



SHIPPERS AND VENDORS

- Planning and increased lead times
- Methodology for estimating carbon emissions
- Load optimization, mode conversion
- Consolidation
- Network analysis and rationalization
- Outsourcing



CARRIER COMMUNITY

- Cascade Sierra partnership
- Greater equipment utilization
- Reducing empty miles
- Reduced idle times
- Greater fuel efficiency
- Visibility for improved planning

WHAT COMES NEXT

- Improved metrics
- Industry standards
- Subject matter experts
- Technology to support/strengthen efforts
- Routing freight to most fuel-efficient transportation providers
- Assigning capacity to fuel-friendly freight